

FIG. 1

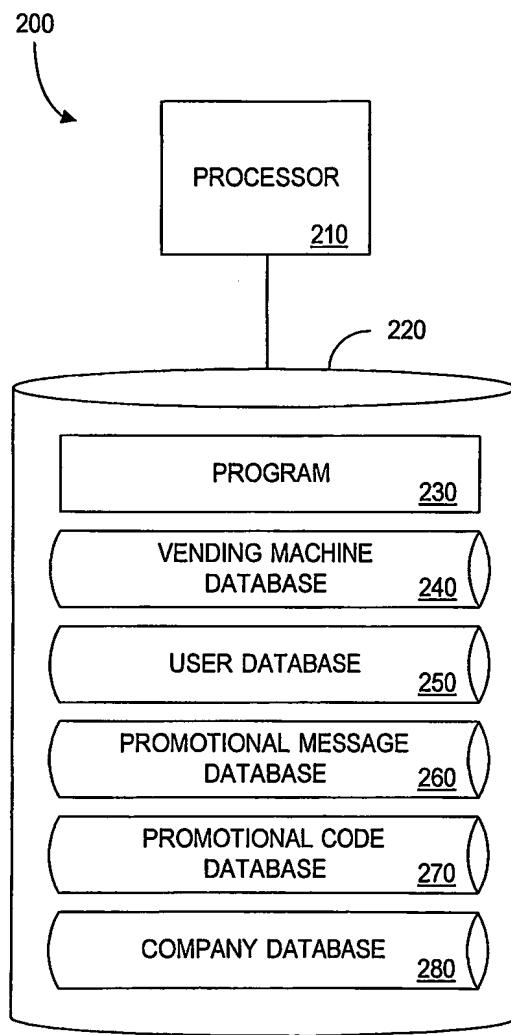


FIG. 2

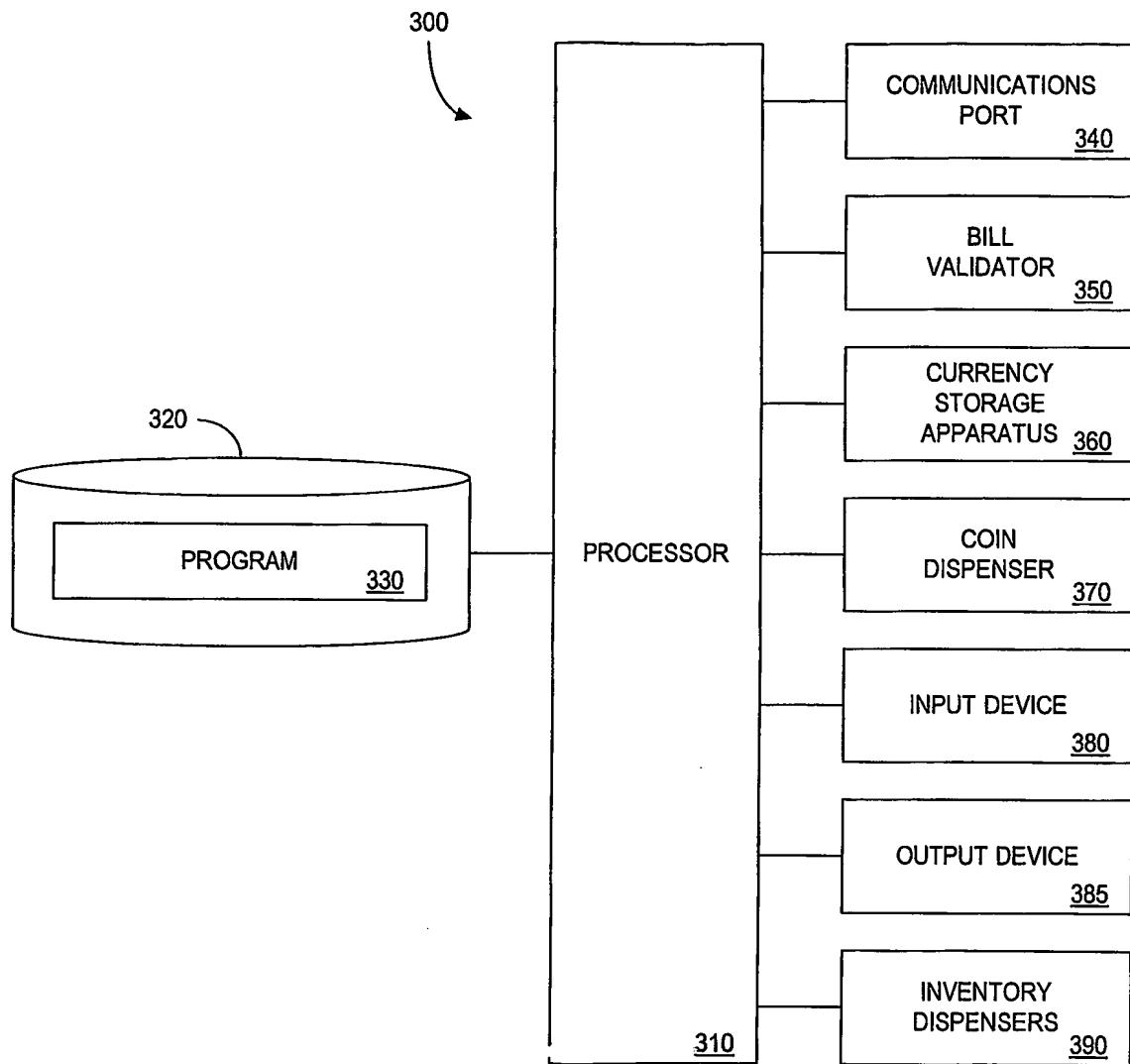


FIG. 3

400

| VENDING MACHINE IDENTIFIER | TYPE | COMPANY HOST | LOCATION | INVENTORY CAPACITY |
|----------------------------|-----------------|-----------------|--|--|
| V1111 | CANNED BEVERAGE | ABC CORPORATION | 121 COMMERCE PLAZA, 3RD FLOOR LOBBY | 10 TYPES, 20 EACH |
| V2222 | SNACK FOOD | XYZ ENTERPRISES | 888 XYZ SQUARE, 5TH FLOOR CAFETERIA | 40 TYPES, 10 EACH |
| V3333 | COFFEE | PQR CONSULTING | 777 HOPE ST. MAIN ENTRANCE | 2 TYPES, APPROX. 200 TOTAL COFFEE VENDS |

FIG. 4

500

| USER IDENTIFIER | NAME | COMPANY | E-MAIL ADDRESS | PURCHASE FREQUENCY |
|-----------------|-----------------|-----------------|-------------------|--------------------|
| U111123 | HEIDI ROSS | ABC CORPORATION | HEIDI@ABCCORP.COM | 2 PER WEEK |
| U222234 | ROBERT CONNER | ABC CORPORATION | ROB@ABCCORP.COM | 1 PER MONTH |
| U333345 | HERBERT EINGART | XYZ ENTERPRISES | HERB@XYZCORP.COM | NEVER |

| FAVORED PRODUCT(S) | MAILING LIST INCLUSION | FINANCIAL ACCOUNT IDENTIFIER | PURCHASE CREDIT LIMIT | CURRENT OUTSTANDING BALANCE |
|--|------------------------|------------------------------|-----------------------|-----------------------------|
| HERSHEY'S TM , M&M'S TM | OK | 1111-1111-1111-1111 | \$10.00 | \$0.00 |
| BBQ POTATO CHIPS | OK | 2222-2222-2222-2222 | \$50.00 | \$23.00 |
| N/A | OPT OUT | N/A | N/A | N/A |

FIG. 5

600

| PROMOTION IDENTIFIER | TRIGGER | VENDING MACHINE(S) PROMOTED | ASSOCIATED CODE(S) | PROMOTIONAL MESSAGE SUMMARY |
|----------------------|--|-----------------------------|-------------------------------------|---|
| P1221 | TWINKIES(R) INVENTORY > 20X DAYS UNTIL RESTOCK | V4321 | C9SE3R4 | TWINKIES(R) 40% OFF UNTIL STOCK RUNS OUT |
| P2332 | NO OTHER PROMOTION IN EFFECT (DEFAULT MESSAGE) | V6532, V6543 | CGH0100, CGH0101, CGH0102...CGH0129 | ANY TWO PRODUCTS FOR \$1.00 |
| P3443 | PAYMENT AND REQUEST BY GREAT SPORTS NEWS CO. | V8888 | CKU3000, CKU3001, CKU3002...CKU3099 | 1 MONTH MEMBERSHIP AT GSNCO.COM WITH ANY PURCHASE |

| PROMOTIONAL DURATION | NUMBER OF PROMOTIONS SENT | RECIPIENTS | NUMBER OF PROMOTIONS REDEEMED |
|----------------------|---------------------------|---------------------------------------|-------------------------------|
| UNTIL STOCK RUNS OUT | 3 | U112233, U223344, U34455 | 1 |
| 24 HOURS | 30 | U445566, U556677, U667788, U778899... | 9 |
| 3 DAYS | 100 | U100001, U200002, U300003, U400004... | 24 |

FIG. 6

700

| CODE | NUMBER OF VALID USES | NUMBER OF TIMES USED SO FAR | USERS PROVIDED WITH THIS CODE | BENEFIT TO BE PROVIDED IN EXCHANGE FOR VALID PRESENTMENT OF CODE |
|---------|----------------------|-----------------------------|--|--|
| CQV32Z9 | 1 | 0 | U33444 | FREE PRODUCT OF USER'S CHOICE |
| C98CFW3 | 2 | 1 | U88999 | ANY DRINK TOGETHER WITH ANY SNACK FOR \$1.00 |
| C2C99KK | 5 | 5 | U11333, U22444, U33555, U44666, U55777 | 1 TWINKIE(R) FOR 50% OFF |

FIG. 7

800

| COMPANY IDENTIFIER | COMPANY NAME | COMPANY LOCATION | NUMBER OF EMPLOYEES | E-MAIL ADDRESS | RULE(S) |
|--------------------|----------------------------|----------------------|---------------------|------------------|--|
| E1122 | PHIL'S MACHINE SHOP | 34 VETERANS AVE. | 20 | N/A | 1 E-MAIL PER EMPLOYEE PER DAY |
| E2233 | MADISON MUTUAL TRADING CO. | 289 PATRIOT BLVD. | 150 | N/A | 100 E-MAILS TOTAL PER DAY, NO E-MAILS BETWEEN 9 AM AND 12 PM NOR BETWEEN 1 PM AND 6 PM |
| E3344 | GRANITE ACCOUNTANTS | 2233 FISHERMAN'S DR. | 90 | V/MACHINE@GA.COM | LIMIT OF 2 E-MAILS TO THE LIST PER DAY |

FIG. 8